

## **ITEM 11 - Information**

October 15, 2008

### Update on the Regional "Street Smart" Pedestrian and Bicycle Safety Education Campaign

#### **Staff**

**Recommendation:** Receive briefing on the evaluation of the Fall 2007 and Spring 2008 campaigns, and on the status of the funding and planning for the Fall 2008 and Spring 2009 campaigns.

**Issues:** None

**Background:** On September 19, 2007 the Board was briefed on the evaluation of the 2007 Spring campaign and the status of the funding and planning for the Fall 2007 and Spring 2008 campaigns.

# **National Capital Region Transportation Planning Board**

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## **MEMORANDUM**

**TO:** Transportation Planning Board

**FROM:** Michael Farrell, Transportation Planner  
Department of Transportation Planning

**SUBJECT:** Street Smart Regional Pedestrian and Bicycle Safety Campaign: Results of the FY 2008 campaign, and Funding Status for FY 2009

**DATE:** October 7, 2008

This memo will review the background behind the creation of the Street Smart campaign, describe the activities and results of the FY 2008 campaign, and discuss the funding status and proposed activities for the FY 2009 campaign.

### **Background**

The Washington region has an average of approximately 2,800 pedestrian injuries and 85 fatalities per year, about 1/5 of all traffic fatalities in the region. To change motorist and pedestrian behavior, and ultimately reduce pedestrian and bicyclist deaths and injuries, the National Capital Region Transportation Planning Board (TPB) in 2002 initiated a regional pedestrian and bicycle safety campaign known as Street Smart. The campaign consists of a Fall and a Spring wave of radio, transit, and internet advertising directed at motorists and pedestrians, with concurrent pedestrian-related law enforcement to reinforce the message. Previous waves ran in October 2002, April 2004, June 2005, March-April 2006, March-April 2007, November 2007, and March 2008.

Funding for the campaign comes primarily from TPB member government contributions and federal funding provided through the states.

### **The FY 2008 Campaign**

The FY 2008 budget was \$738,800, up from \$428,800 in FY 2007. WMATA contributed \$150,000 for the first time, DDOT increased its federal funding contribution to \$200,000, and Montgomery and Prince George's Counties significantly increased their contribution levels. Added funding allowed two campaign waves, which took place in November 2007 and March 2008.

The November 2007 campaign wave continued the use of ads from the Spring 2007 campaign, with the theme, "Steel vs. Flesh: It's No Contest." Radio, transit, collateral materials, internet ads were employed, while law enforcement agencies issued over 1000 citations and warnings. The November 7, 2007 press event was hosted by Isiah Leggett, County Executive, at the Montgomery County Police Training Academy. It featured police driving instructors who demonstrated stopping distances at different speeds, and a bus blind spots demonstration.

The March 2008 campaign wave featured new campaign materials, with the theme “Cross like your life depends on it”, and a stronger push for law enforcement. In addition to radio, transit, and internet, the campaign featured print advertisements and a mobile billboard which featured prominently in the press coverage.

The Spring press event took place on Friday, March 7. It was hosted by Supervisor Penny Gross in the Baileys Crossroads area of Fairfax County. Board members, regional officials, police chiefs, and over two dozen police officers were present. The press coverage was the highest yet recorded at a Street Smart event.

In addition to paid media, the estimated value of free advertising and media attention earned through public relations efforts came to \$372,000, more than half the campaign budget. Television, print, and radio outlets covered the campaign extensively.

Enforcement was a key element of the program, one that was heavily reported in the press. Street Smart ads emphasized that the police would be enforcing safety laws. To help increase law enforcement participation and promote best practices in pedestrian safety enforcement, the TPB, DDOT, and DCMPD hosted a pedestrian enforcement workshop on February 28, 2008. More than fifty police officers from around the region attended. At least 2400 warnings and citations were issued during the Fall and Spring campaigns, and 15 police agencies distributed 50,000 safety tips cards.

## **Campaign Results**

Pre and post-campaign surveys of 300 area motorists showed:

- Recognition of the message “Slow Down. Watch for Pedestrians” increased from 40% pre-campaign to 52% post-campaign
- Fewer respondents reported having to “swerve to avoid a pedestrian in the last 7 days”, down to 14% from 32% in 2002
- Fewer respondents reported frequently observing motorists failing to yield to pedestrians, down to 62% from 76% in 2002

From the survey results, we know that the public is hearing and remembering the campaign messages, and that since the campaign started in 2002 behaviors such as walking into the street without regard to traffic, and failing to yield to pedestrians at crosswalks, have decreased significantly.

Further details on the campaign activities, press coverage, and results are included in the Annual Report and Campaign Summary. Campaign materials are available on the campaign web site, <http://streetsmart.mwcog.org>

## **Funding Status FY 2009 (Fall 2008 and Spring 2009)**

We are on track to raising sufficient funds to cover both a Fall and a Spring campaign. Major funding agencies have indicated that they will renew funding for the Street Smart program at last year's level. Local funding commitments to date are less than last year's. Sources of funds include:

- TPB member governments. \$120,600 in local government funding has been pledged so far for FY 2009, down from \$169,500 in FY 2008.
- WMATA. WMATA has indicated it will renew its contribution of \$150,000.
- Federal funds. Federal funding from the States is anticipated to remain the same, \$430,000.
- Private sector. As in past years, there will be opportunities for private sector contributions to the campaign.

The current projected budget for FY 2009 is about \$700,000, as compared to \$738,800 for FY 2008.

## **Next Steps**

A Fall 2008 wave will take place in November, shortly after election day. It will once again use the theme and materials from the Spring 2008 campaign. Montgomery County will host the press event. A second media wave will take place in Spring 2009, developing and using a new theme and materials to convey a fresh message. As in previous years, all materials will be in both English and Spanish.

As in previous years, and as provided in TPB Resolution R20-2005, letters will be sent to the TPB member jurisdictions in December 2008 requesting contributions for the FY 2010 Street Smart campaign. As in previous years, suggested contributions will be at a level of five cents per capita, based on the most recent available COG population estimates.

## **Outlook**

The success of campaigns such as Street Smart depends upon the reinforcement of campaign messages over many years. It is hoped that the Street Smart campaign can be sustained in future years to ensure long-run impacts on safety.



STREET  
**/// SMART**



STREET SMART PEDESTRIAN AND BICYCLE SAFETY  
PUBLIC AWARENESS CAMPAIGN

FALL 2007 AND SPRING 2008



ANNUAL REPORT & CAMPAIGN SUMMARY

## WELCOME TO STREET SMART

The Street Smart Campaign is an ongoing public safety program in the District of Columbia, suburban Maryland and Northern Virginia. The program, which was created in 2002, aims to change motorist and pedestrian behavior by increasing awareness of the consequences of pedestrian and bicycle crashes, raising awareness of law enforcement targeting pedestrians and motorists, and recommending ways to reduce risks.

Street Smart is directed and funded by several federal, state, county and local agencies all concerned about pedestrian and motorist safety issues. Working together through Street Smart, these agencies are making a difference in public safety.

Since its inception, the campaign has used news and advertising media and public awareness efforts, as well as increased law enforcement activity, to respond to the challenges of pedestrian and cyclist safety. The goal is to prevent injuries and deaths, and to make the public more Street Smart.

While the metropolitan region is beginning to see some change in behavior, work still needs to be done. It takes between 8 to 12 years to change behavior patterns in a population, according to the National Highway Traffic Safety Administration.

This report details the Street Smart Program and the results of its Fall 2007 and Spring 2008 campaigns.

### STREET SMART IS FUNDED BY THESE ORGANIZATIONS:

- City of Alexandria, Office of Transit
- Arlington County, Department of Environmental Services
- City of Rockville, Maryland
- City of Takoma Park, Maryland
- Commonwealth of Virginia, Department of Motor Vehicles
- District of Columbia, District Department of Transportation
- Fairfax County, Department of Transportation
- City of Gaithersburg, Maryland
- City of Manassas Park, Virginia
- Montgomery County, Maryland
- Maryland State Highway Administration, Highway Safety Office
- Prince George's County, Maryland
- Washington Metropolitan Area Transit Authority

### The National Capital Region Transportation Planning Board gratefully acknowledges technical support and comments of staff from the following organizations:

- Arlington County, Department of Environmental Services
- City of Alexandria, Office of Transit
- Commonwealth of Virginia, Department of Motor Vehicles
- Commonwealth of Virginia, Department of Transportation
- District of Columbia, District Department of Transportation
- Fairfax County, Department of Transportation
- Maryland Department of Transportation
- Maryland State Highway Administration, Highway Safety Office
- Montgomery County, Maryland
- United States Department of the Interior
- The Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority





## TOO MANY ARE STILL HIT, HURT & KILLED ON OUR STREETS

On average 82 fatalities and more than 2,000 injuries occur each year in the region. A pedestrian is killed, on average, in the region every 4.4 days and at least five pedestrians are injured each day.

In the DC metropolitan area, in 2007, there were 88 pedestrian deaths (22 in DC, 29 in Northern Virginia and 37 in suburban Maryland).

In the DC metro area, pedestrians account for about 20 percent of traffic fatalities. The issue of pedestrian crashes is complicated with several contributing factors and variables. However, a close examination of the crash data shows:

- 95 percent of pedestrian crashes involved passenger vehicles
- Most pedestrian injuries occur around the afternoon rush hour on weekdays
- Most pedestrian injuries occur at a location other than at an intersection
- The majority of pedestrians struck had no evidence of drug or alcohol use and the majority of drivers in striking vehicles had no evidence of drug or alcohol use.

The toll of the crash is even greater than the physical effects. Not only do pedestrians and cyclists get hit, hurt and killed, but the drivers involved are also impacted psychologically, emotionally, financially and even physically – even if the crash is not their fault.

### PEDESTRIAN SAFETY IS PARTICULARLY CHALLENGING IN THE METRO AREA

The Washington metropolitan area is an extremely diverse region with a rapidly growing population. In addition, it is a popular location for immigrants from all over the world, as well as a major tourist destination. Fast growth in the region has meant more people walking, especially in suburban areas where pedestrians were not as common in years past, and more drivers on the roads. In addition, tourists and newcomers are often unfamiliar with roads, local traffic rules and dangers. Street design, motorist behavior and pedestrian behavior must change to allow people to walk more safely.

### DEADLY BEHAVIOR

There is daily, deadly behavior among drivers, cyclists and pedestrians, on any street or thoroughfare throughout the region. Drivers, pedestrians and bicyclists aren't paying attention to local traffic rules and to each other when traveling in the area.

Pedestrians and cyclists frequently fail to look both ways before crossing. Many times, they don't cross with traffic signals or in crosswalks. In many instances, they are preoccupied with cell phones, music players, conversation and more.

At the same time, drivers have many of the same distractions, which can make for a deadly situation. Drivers often fail to share the road with pedestrians and cyclists and ignore crosswalk laws. In many instances, they are also driving too fast and carelessly – especially around schools and busy intersections.

### SO WHO'S AT FAULT?

Pedestrian crash research reveals the responsibility for this type of incident is shared almost equally between drivers and pedestrians.

According to a recent study of pedestrian crashes by the National Capital Region Transportation Planning Board, drivers often fail to pay attention to pedestrians or yield the right-of-way. In addition, most drivers were driving straight ahead when crashes occurred, seemingly not taking action to avoid the collision.

The study also looked at the last action of pedestrians before they were involved in a crash. Crossing at mid-block was the principal infraction by pedestrians, trailed by crossing the street without obeying traffic signals. Other causes included coming into a road from behind parked cars, standing in a roadway, and crossing against signals at an intersection.

**"We have to get the message out to save lives and save injuries that people need to obey the law and think and act safely in driving and in walking."**

*David Rohrer, Fairfax County Chief of Police  
D.C. Officials Launch Campaign To Promote Pedestrian Safety  
NBC4.com (DC), March 7, 2008*





## LOCAL PEDESTRIAN SAFETY INITIATIVES

Even with the extensive research and work being done to address pedestrian safety, about one fifth of the people killed on the roads in the Washington Metropolitan area are pedestrians. The District of Columbia and many jurisdictions in the region are taking steps to combat the problem.

**Washington, DC** recently released a plan, which included recommendations to make the city safer and more walkable by improving sidewalks and roadway crossings, and by ensuring that DC policies and procedures support pedestrians. In addition, DDOT installed countdown pedestrian signals at more than 1,400 intersections – the most of any major city – and plans to complete installation at all of the city's 1,550 signalized intersections by the end of 2008.

**Fairfax County** allotted \$37 million for pedestrian and bus stop improvements toward its \$60 million pedestrian capital improvement funding goal. The county also provided \$163,000 to VDOT to install countdown pedestrian signals at priority intersections.

**Montgomery County** supported Maryland State legislation to authorize the testing of speed cameras in the county. In addition, County Executive Isiah Leggett recently announced a new Countywide Pedestrian Safety Initiative which, for the first time, creates a blueprint for action. The plan highlights performance goals, timelines and budgets for achieving recommended actions regarding pedestrian safety.

**The City of Rockville** installed several sidewalks using the Safe Routes to School grant money. Rockville also plans to install pedestrian countdown signals at all signalized traffic intersections by the end of 2008.

**Arlington County** adopted in 2008 the Pedestrian element of its new Master Transportation Plan (MTP) which addresses pedestrian safety and accessibility improvements. The county also has a program to provide more crossing time at all its controlled crosswalks and upgrade them to countdown signals. A \$400,000 countywide transit enhancement project will upgrade ramps and crosswalks to make access to bus stops safer.

The region is looking for new ways to promote pedestrian safety and walkability. The Metropolitan Washington Council of Governments, the Washington Metropolitan Area Transit



Authority and AAA held a Pedestrian Safety Workshop on April 29, 2008, at the National Press Club. More than 200 regional leaders and experts in motorist and pedestrian safety discussed the problems and issues associated with motorist and pedestrian safety. In addition, speakers gave recommendations on how to decrease the number of pedestrian injuries and deaths in the region.

As a result of the workshop the Washington Council of Governments adopted a resolution stating that the region will continue to support the improvement of transportation safety education, including the Street Smart program.





## STREET SMART PUBLIC AWARENESS CAMPAIGN

The Street Smart program raises awareness of pedestrian and bicycle safety issues throughout the District of Columbia, suburban Maryland and Northern Virginia.

### GOALS:

- Increase public awareness of pedestrian and bicycle safety issues with pedestrians, bicyclists and drivers to help reduce the number of pedestrian and bicycle injuries and deaths. The public includes drivers and pedestrians throughout the metropolitan Washington area as the primary audience and bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.
- Coordinate and support an intensive region-wide education and enforcement effort.
- Continue to improve the behaviors of all drivers, pedestrians and cyclists to help decrease injuries and deaths through intensified public awareness and education in conjunction with increased law enforcement.

### TARGETED APPROACH:

Research directed the campaign strategies for Fall 2007 and Spring 2008:

- Broadcast advertising was concentrated from Wednesdays through Sundays from 3pm to 8pm – the time period when the greatest number of pedestrian incidents occur.
- The target profile for both campaigns was male drivers ages 18-49, with a strong emphasis on men ages 18-34, and pedestrians and bicyclists of all ages in Washington, DC.
- On average, Hispanics in the region have the highest rate of hospitalizations due to pedestrian injuries at a rate of 8 per every 100,000 of the overall population. To address this problem, the program targeted areas with high Hispanic populations, as well as areas that have a high number of pedestrian fatalities and/or injuries.

### METHODS:

The campaign used concentrated three-to-four week waves of advertising, law enforcement and public relations.

1. Advertising included a mix of radio spots, transit shelter messages, bus side messages, bus cards, mobile billboards and Internet advertising. Separate media approaches targeting drivers through radio, pedestrians through transit advertising, and separate messages for the Latino market in more urban areas. Both radio and transit messages were produced in English and Spanish.



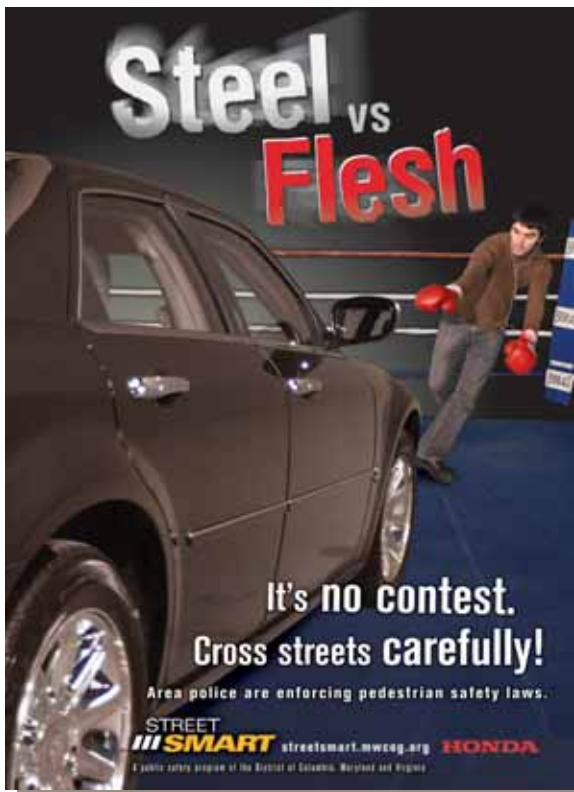
Spring 2008 mobile billboard

2. Increased law enforcement by agencies at various times and in several specific locations across the region. In fact, 19 state and local law enforcement organizations participated in the Fall 2007 and Spring 2008 Street Smart campaign, up from 14 enforcement organizations during the Spring 2007 campaign.
3. Concentrated value-added media advertising and public relations activities targeting behaviors, such as distracted driving, speeding, and slowing or stopping at crosswalks, to maximize awareness through additional media and earned media coverage. In addition, radio stations handed out fliers at events and movie premieres; aired additional public service announcements; and placed banner ads on their websites that linked to the Street Smart web page.
4. Transit shelters in key locations along corridors with a high incidence of pedestrian injuries and fatalities.



5. Posters, produced in English and Spanish, and brochures produced in six languages helped increase public awareness of pedestrian and bicycle safety issues and educate the public concerning the "rules of the road."
6. Internet campaign was monitored for click-throughs and modified to take advantage of sites that were performing better than others.
7. Campaign evaluation using pre- and post-surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure change in awareness, attitudes, and driving behavior.

An additional goal was to develop a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and fatalities.



2007 Street Smart Transit Shelters

## "STEEL VS. FLESH, IT'S NO CONTEST"

### Fall 2007 Street Smart Campaign

"Steel vs. Flesh, It's No Contest" was the theme for the Fall 2007 campaign, reminding both pedestrians and drivers of the risks and dangers of poor behavior on the roads. It worked because it addressed anyone on the roads – walkers, runners, cyclists and drivers – and reminded them, if they act in a negligent or careless manner, or behave competitively on the road, pedestrians will pay the ultimate price.

The theme ran as a headline on most media placements, and as a tagline for radio spots, TV messages, brochures, and anywhere else the campaign was seen or heard.

### Radio Messages

The radio campaign ran in conjunction with enforcement efforts, for three weeks from November 1 - 22, 2007.

Along with concentrated broadcast efforts focusing on afternoon/evening rush hours from Wednesdays through Sundays, the Fall campaign also ran spots in the morning, midday, evening and during the day on weekends to increase reach for the message.

Radio spots were recorded in both English and Spanish versions and provided frequency for the message. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. The campaign was designed to reach predominantly men 18-49. The spots ran on the following stations:

- WHUR-FM Pop Contemporary
- WLZL-FM Spanish Tropical
- WPGC-FM Rhythmic Contemporary Hits
- WRQX-FM Hot Adult Contemporary
- WWDC-FM Alternative

There were total of 542 spots that ran, adding up to 10,103,000 total impressions.\* Total net reach was 1,099,142. Reach was 47 percent.\*\* Frequency was 9.4.

\*Total impressions are the total number of times a message was heard or seen in a given schedule.

\*\*Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.

## Transit Messages

The Fall 2007 campaign targeted pedestrians and drivers with a variety of messages in transit shelters and on bus sides.

The "Steel vs. Flesh: It's No Contest" message was used in transit shelters in key locations along corridors with a high incidence of pedestrian injuries and fatalities.

Pedestrians, cyclists and drivers were pinpointed with 129 bus sides of Metro buses that were concentrated on routes in high-risk areas for pedestrian accidents. There were 95 paid placements and 34 bonus units given to the campaign.

In addition, 450 interior bus cards ran to reach bus riders.

Bus side messages on 25 Fairfax Connector buses provided additional outdoor exposure in Fairfax County.

Transit shelters carried the message in 20 total shelters, gaining 289,800 total impressions for the campaign. Six shelter messages reached audiences in Hispanic neighborhoods. Altogether, there were 25,992,895 total impressions for transit media.

## Internet Messages

The message was also delivered through the web, as the overall population of the Washington area, and particularly the 18-49 male demographic, are frequent Internet users.

Video ads\* and banner ads ran on a variety of websites with the Advertising.com network. Placement was geographically targeted to reach only people who live in the metro Washington, DC area. Sites included: aol.com; myspace.com; facebook.com; PGA.com; people.com; movietickets.com; stuffmagazine.com; maximonline.com; about.com; and cardomain.com.

The total impressions via the Internet were 5,263,158 during the course of the campaign.

\*Video ad: When a website visitor selects a video such as a news story to view, the ad plays while the video is being loaded. Viewers cannot opt-out of viewing the ad as it is part of the entire video selection.

Web Page



2007 Press Event

## Additional Outreach

The Fall 2007 Street Smart campaign also took advantage of other forms message distribution by offering additional materials to communities throughout the region for use by schools, law enforcement, radio stations and other public service agencies.

2,000 posters and 270,000 handouts were created promoting safety tips for pedestrians, drivers and bicyclists and were distributed throughout the region. Posters and handouts were produced in both English and Spanish.

## Press Event

The Street Smart press event was held at the Montgomery County Police Public Safety Training Academy on November 7, 2007. The campaign and event were widely covered in the Spanish-language media.

Among the coverage highlights:

- This event generated a conservative estimate of 829,208 media impressions.
- Hispanic media coverage included El Tiempo Latino, The Washington Hispanic, El Pregonero, Radio America and Univision
- At least nine TV placements throughout the Washington, D.C. market.
- Print coverage included an article in the Washington Post.
- Radio coverage included the WAMU and WMAL.



Fall 2007 StreetSmart bus sides.

**Print/Online Coverage**

*Dr. G's Tips*

The Washington Post  
November 11, 2007, By Robert Thomson

*Una Campaña Regional Busca Evitar La Muerte De Peatones Y Ciclistas En Las Carreteras Metropolitanas*

El Tiempo Latino  
9 de noviembre de 2007, Por Ramón Jiménez

*Para Prevenir Fatalidades Entre Peatones*  
Washington Hispanic, Víctor Caycho

*El Pregonero*

**Radio Coverage**

It should be noted that no comprehensive monitoring service for radio exists. Monitoring services cannot track all times, dates, or the number of occurrences.

WMAL-AM  
Radio America, Police Highlight Pedestrian Fatalities  
WAMU-FM, November 8, 2007



**TV Broadcast Coverage**

Audience estimates and media values are calculated by our monitoring service, based on Neilson ratings. This calculation can only be generated if stations release their data.

(Note: Coverage is not available for all broadcast that attended)

**November 7, 2007**  
NCDC, Afternoon Report  
1:00; 2:00; 3:00 pm

WJLA, ABC 7 News  
12:00; 5:00 pm

WMDO, Univision  
6:00; 10:00 pm

**November 8, 2007**  
NCDC, NC8 News  
7:00; 8:00 am

Law enforcement agencies want drivers to remember how long it takes to stop a car: 86 feet at 25 mph, 137 feet at 35 mph under ideal conditions.

*By Robert Thompson*  
*Dr. G's Tips, Washington Post, November 11, 2007*

# Cross like your life depends on it.



**Use crosswalks. Obey signals.  
Look left, right, left.**

**STREET  
SMART**  
streetsmart.mwco.org

**Police are enforcing safety laws!**

A public safety program of the District of Columbia, Maryland and Virginia

## “CROSS LIKE YOUR LIFE DEPENDS ON IT”

### Spring 2008 Street Smart Campaign

For the Spring 2008 Street Smart campaign, the theme for outdoor media and Internet was “Cross Like Your Life Depends On It,” which emphasized to pedestrians the importance of following the basic rules of crossing streets and the importance of paying attention to vehicles.

In conjunction with the outdoor media and Internet, radio ads ran targeting drivers with the message “Drive Like Their Life Depends On It.” This campaign successfully got its point across because it stressed the importance – to both drivers and pedestrians – of paying careful attention to traffic rules, as well as to each other.

### Radio Messages

The radio campaign ran in conjunction with enforcement efforts, for three weeks from March 10 - 30, 2008.

Along with concentrated broadcast efforts focusing on afternoon/evening rush hours from Wednesdays through Sundays, the Spring campaign also ran spots in the morning, midday, evening and during the day on weekends to increase reach for the message.

Like the Fall 2007 campaign, radio spots were recorded in both English and Spanish versions and provided frequency for the message. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. The campaign was designed to reach predominantly men 18-49. Spots ran on the following stations:

- WIHT-FM Pop Contemporary
- WKYS-FM Urban Contemporary
- WLZL-FM Spanish Tropical
- WPGC-FM Rhythmic Contemporary Hits
- WWDC-FM Alternative

Posters and Transit Shelter posters, Spring 2008

There were a total of 560 spots that ran, adding up to 3,992,000 total impressions.\* Total net reach was 11,672,000. Reach was 51.5 percent.\*\* Frequency was 9.7.

\*Total impressions are the total number of times a message was heard or seen in a given schedule.

\*\*Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.

### Transit Messages

Like the Fall 2007 campaign, the Spring 2008 campaign targeted pedestrians and drivers with a mix of messages in transit shelters and on bus sides and mobile billboards.

An additional message telling bus riders to “Be Alert Around Buses” along with safety tips was combined with the “Cross Like Your Life Depends On It” message targeting pedestrians in key locations along corridors with a high incidence of pedestrian injuries and fatalities.

Pedestrians, cyclists and drivers were also targeted with 125 bus sides of Metro buses (including 25 “ultra” bus sides that are twice the size of a regular bus side ad) that were concentrated on routes in high-risk areas for pedestrian accidents. In addition, 500 interior bus cards ran to target bus riders. Bus side messages on 25 Fairfax Connector buses provided additional outdoor exposure in Fairfax County.

In addition, a mobile billboard was used to provide exposure in key target areas. The huge size (10 feet by 22 feet) of the billboard made it difficult to miss.



Mobile billboard, Spring 2008



Transit shelters carried the message in 20 total shelters, gaining 283,400 total impressions for the campaign. Ten shelter messages reached audiences in Hispanic neighborhoods. Altogether, there were 60,370,023 total impressions for transit media.

### Internet Messages

Pedestrians, drivers and bicyclists were further targeted with internet advertising. The message was delivered through the web, as the overall population of the Washington area, and particularly the 18-49 male demographic, are frequent Internet users.

Video ads\* and banner ads ran on a variety of websites through Advertising.com and Wtopnews.com, to provide added local exposure during the mid-day in-office time period. Placement was geographically targeted to reach only people who live in the metro Washington, DC area. Sites included: aol.com; myspace.com; facebook.com; PGA.com; people.com; movietickets.com; stuffmagazine.com; maximonline.com; about.com; and cardomain.com.

There were 4,856,121 total impressions via the Internet over the course of the campaign.

\*Video ad: When a website visitor selects a video such as a news story to view, the ad plays while the video is being loaded. Viewers cannot opt-out of viewing the ad as it is part of the entire video selection.

### Print

During the Spring 2008 campaign, half page ads ran in two local newspapers. Eight total insertions (two per week) ran in The Washington Post Express and four total insertions (one per week) ran in the El Tiempo Latino. There were 2,653,896 total impressions for print.



Spring 2008 Press Event

### Additional Outreach

The 2008 Spring Street Smart campaign also took advantage of other forms of message distribution by distributing materials to communities throughout the region for use by schools, law enforcement, radio stations and other public services agencies.

A total of 2,250 posters were used to increase exposure. Posters were created in English and Spanish.

100,000 handouts were created emphasizing the importance of crossing the street safely and giving tips to pedestrians, drivers and bikers. The handouts were produced in all languages.

In addition, Montgomery County conducted additional enforcement and education in the Summer 2008 in bus shelters and on king bus sides.

### Press Event

The Street Smart spring press event was held at Baileys Crossing Shopping Center in Fairfax County on March 7, 2008. The event was highly successful. It was attended by multiple print and broadcast media outlets and has garnered more than seven million estimated impressions.

Coverage highlights:

- Print/Online: Notable coverage included five Washington Post articles and an article in the Washington Examiner. The event generated nine articles with a combined circulation of over 5 million readers.
- Broadcast: Coverage on all area affiliates totaling more than 45 broadcast hits and 2.3 million viewer impressions.
- Radio: Coverage by WTOP and WAMU.
- Hispanic Media: Coverage included broadcast (Univision), radio (Radio America) and print (El Pregonero).

### Key Media Coverage

#### Broadcast

WTTG-TV ( Fox)	WJLA-TV (ABC)	NewsChannel 8
WRC-TV (NBC)	WUSA-TV (CBS)	

#### Radio

WAMU-FM	WTOP-FM
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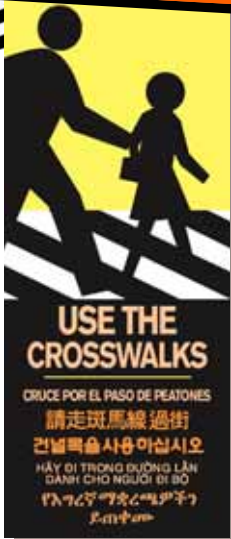
#### Print

Washington Post	Washington Examiner
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#### Hispanic Media

El Pregonero	Radio America	Univision-TV
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Note: Print media value total is derived by calculating the cost of advertisements of like size and duration in the covering media outlets multiplied by 3 to reflect the additional value of news versus ads.



Handouts created in English, Spanish, Chinese, Vietnamese, Korean and Amharic were distributed throughout the region.

### Print/Online Coverage

#### Summary:

**Total Hits: 9**

**Total Audience Impressions: 5,064,222**

**Total Publicity Value: \$40,407.08**

#### *Dr. Gridlock's Get There Blog:*

##### *Renewed Focus on Safety*

WashingtonPost.com

March 5, 2008

Robert Thomson

#### *Ad Campaign Grabs For Public's Attention*

Washington Post

March 7, 2008

Clarence Williams

#### *Terrifying Pedestrian Safety Ads Running In D.C.*

DCist.com

March 7, 2008

Sommer Mathis

#### *D.C. To Install Devices To Cut*

##### *Pedestrian Deaths*

Washington Examiner

March 8, 2008

Kathleen Miller

#### *Week In Review:*

##### *Ad Blitz Aims To Keep Pedestrians Safe*

Washington Post

March 9, 2008

#### *Letter To The Editor:*

##### *Cellphones On A Collision Course*

Washington Post

March 10, 2008

Karen Mitrano Snyder

#### *Peatones y conductores deben ser más precavidos*

El Pregonero

March 12, 2008

Andrea Acosta

#### *Pedestrian Safety Ads Vs. Wish Fulfillment (Blog)*

WashingtonCityPaper.com

April 2, 2008

Andrew Beaujon

#### *Police Push Anew to Halt Increase in*

##### *Pedestrian Fatalities*

Washington Post

April 3, 2008

Jerry Markon

### Radio Coverage

It should be noted that no comprehensive monitoring service for radio exists. Monitoring services cannot track all times, dates, or the number of occurrences.

WTOP-AM

WAMU-FM

Radio America

### TV Broadcast Coverage

#### *D.C. Officials Launch Campaign To Promote*

##### *Pedestrian Safety*

NBC4.com (DC)

March 7, 2008

#### *D.C. Officials Launch Pedestrian*

##### *Safety Campaign*

WJLA.com (DC)

News8.net (DC)

March 7, 2008

#### *Police Encourage N. Va. Residents To Be Street Smart*

NBC4.com (DC)

March 10, 2008

Audience estimates and media values are calculated by our monitoring service, based on Neilsen ratings. This calculation can only be generated if stations release their data.

(Note: Coverage is not available for all broadcast that attended)

#### *TV Broadcast Summary:*

**Total Hits: 47**

**Total Audience Impressions: 2,396,312**

**Total Publicity Value: \$108,482.08**

#### **March 7, 2008**

WRC, NBC 4 News

6:00; 11:00 am

WRC, NBC 4 Local Cut-In

7:30; 8:30; 10:00 am

WTTG, FOX Morning News

7:00; 8:00 am

WTTG, FOX News

5:00 pm

WJLA, ABC 7 News

12:00 pm

WUSA, CBS 9 News

5:30 am

NCDC, Live This Morning

9:30 am

NCDC, Afternoon Report

12:00; 1:00; 2:00; 3:00 pm

NCDC, Newstalk

4:00 pm

#### **March 8, 2008**

WUSA, CBS 9 News

7:00 am

#### **March 10, 2008**

WRC, NBC 4 News

5:00; 6:00 am

12:00; 5:00; 6:00 pm

WRC, NBC 4 Local Cut-In

7:30; 8:30 am

WTTG, FOX News

5:00; 6:00; 7:00; 8:00; 11:00 am

5:00 pm

WJLA, ABC 7 News

5:00 am

6:00 pm





Spring 2008 Press Event

**March 11, 2008 (continued)**

- WJLA, ABC 7 Local Cut-In  
8:00 am
- WUSA, CBS 9 News  
9:00 am  
12:00; 5:00 pm
- NCDC, Live This Morning  
9:30; 10:30 am
- NCDC, Afternoon Report  
12:00; 1:00; 2:00; 3:00 pm
- NCDC, Live Tonight  
5:00; 6:00 pm

**March 12, 2008**

- WUSA, CBS 9 News  
6:00 am

*"...The rules and the laws have been in the books for a long time. People are not obeying the law. They're not crossing at crosswalks. They're not walking safely. They're crossing at nighttime in dark clothing. They're riding bikes the wrong direction into oncoming traffic."*

*David Rohrer, Fairfax County chief of police  
D.C. Officials Launch Campaign To Promote Pedestrian Safety  
NBC4.com (DC), March 7, 2008*

**ADDED AND EARNED MEDIA REPORT – FALL 2007 AND SPRING 2008**

The Fall 2007 and Spring 2008 Street Smart Campaigns generated outstanding local and national media coverage and public visibility.

Launch events gained initial media attention and informed the public about increased law enforcement activities throughout Virginia, Maryland and the DC Metro area. It is estimated that coverage for the events generated more than eight million media impressions.

With a public safety campaign such as Street Smart, news and media outlets often donate to the cause. For the Fall 2007 and Spring 2008 campaigns' media efforts, 950 extra interior bus cards were donated, as well as 59 extra bus sides and additional radio spots.

**Total Added and Earned Media Message value was approximately \$372,885.00**

**Earned Broadcast, Print and Online Value: \$164,330**

**Added Media Value: \$208,555**

(Note: Earned media value total is derived by calculating the cost of advertisements of like size and duration in the covering media outlets multiplied by 1.875 to reflect the additional value of news versus ads.)

**Added Media Value:**

Every radio station that Street Smart ran spots on gave free spots and/or free mentions or announcer-read spots for the campaign – resulting in a large amount of free coverage. Along with paid media, the campaign realized significant added value with:

- Radio stations highlighted the Street Smart message and handed out brochures at events and movie premieres.
- The message aired as public service announcements.
- Law enforcement spokespersons appeared on public affairs shows when possible to deliver the message.
- Banner ads ran on station websites that linked to the Street Smart web page.

The campaign realized more than \$165,705 in radio spots that ran for free along with the paid media.

Outdoor media vendors also contributed to the campaign by supplying additional transit shelters, interior bus cards and media on the exterior of buses.

The campaign realized more than \$37,000 in outdoor media that ran for free along with the paid outdoor media.

Cross like your life depends on it.  
Use crosswalks, they signals.  
Left, right, left.



### More than Eight Million Media Impressions

The Fall 2007 and Spring 2008 campaigns launch earned an estimated 8,289,742 media impressions, with at least 45 broadcast hits, and at least nine print and online articles.

Total media impressions included:

- A conservative estimate of the television audience reach of 2.3 million area viewers.
- A combined circulation of over 5 million area readers for print and online articles.
- Print coverage included several articles in The Washington Post and The Washington Examiner.
- Radio coverage included WTOP, WMAL and WAMU (NPR).
- Broadcast coverage included mentions on all area affiliates.
- Hispanic media coverage included El Tiempo, Latino, The Washington Hispanic, El Pregonero, Univision (broadcast), and Radio America (radio).

### THE STREET SMART WEBSITE: [streetsmart.mwcog.org](http://streetsmart.mwcog.org)

The Street Smart website provides information, facts and safety tips for pedestrians, drivers and bicyclists. Visitors can read about the pedestrian safety problem and the Street Smart program.

The site also acts as a portal to other web-based information, with a resources page that leads visitors to several other informational sites.



Spring 2008 Press Event

### ENFORCEMENT

Nineteen state and local law enforcement organizations participated in the Fall 2007 and Spring 2008 Street Smart campaigns, up from 14 enforcement organizations during the Spring 2007 campaign. All of the law enforcement organizations implemented pedestrian and bicycle safety laws along with traffic laws, according to their state and local jurisdictions. Many efforts were concentrated at intersections and crosswalks with high pedestrian traffic flow and areas with high incidences of accidents.

In order to promote law enforcement involvement and promote best practices, the National Capital Region Transportation Planning Board hosted a half-day seminar on June 23, 2008 focusing on pedestrian enforcement. Instructors from DDOT, DCMPD, and Arlington and Montgomery County police discussed their policies and practices with respect to pedestrian enforcement. Fifty law enforcement agents from around the Washington region attended.

Each organization managed the Street Smart campaign in different ways. These included:

- Increasing enforcement efforts and bringing a visible presence to roads and problem areas, especially while the campaign is running.
- Targeting specific behaviors including distracted driving, speeding, and slowing or stopping at crosswalks, and handing out citations for infractions to drivers, pedestrians and cyclists.
- Conducting educational events and training, such as in crosswalk enforcement.
- Usage of posters in high traffic areas and distributing them in schools.
- Distributing handouts along with citations at various events. These promoted safety tips for pedestrians, drivers and bicyclists. Some of these were created in English, Spanish, Korean, Chinese, Vietnamese and Amharic.

More than 5,666 citations and 1,254 warnings were issued to motorists, pedestrians and bicyclists in Alexandria, Arlington County, Fairfax County, Montgomery County and the District of Columbia during the Fall and Spring campaigns.

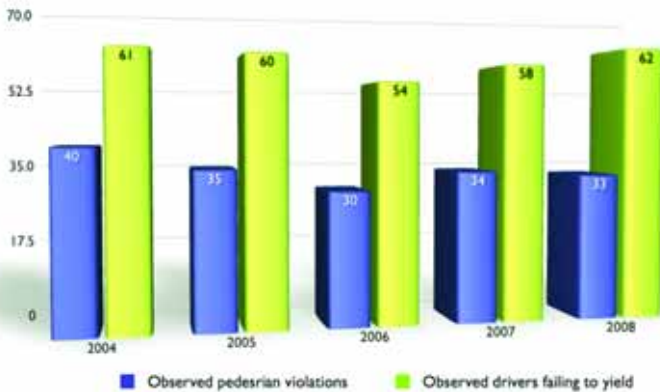


## CAMPAIGN EVALUATION

Street Smart has conducted pre- and post-campaign surveys on all campaigns since 2002. The following are survey result highlights related to observations of driver and pedestrian actions; awareness of police efforts to address pedestrian safety and awareness of Street Smart and its campaign messaging.

### DRIVERS AND PEDESTRIANS

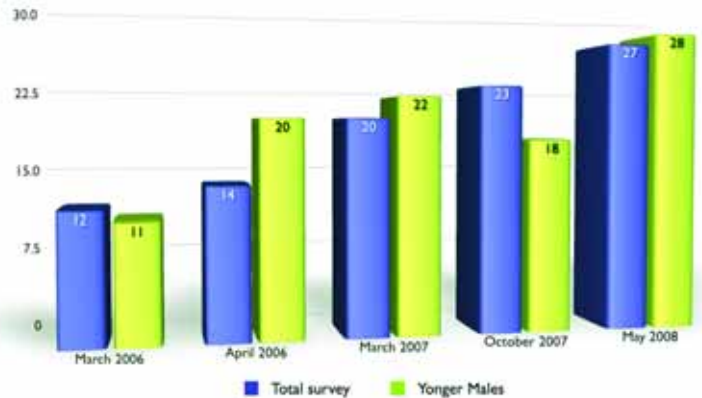
Survey participants observed that drivers were more likely to commit pedestrian related violations than pedestrians.



Note: post-campaign survey results only

### AWARENESS OF POLICE EFFORTS

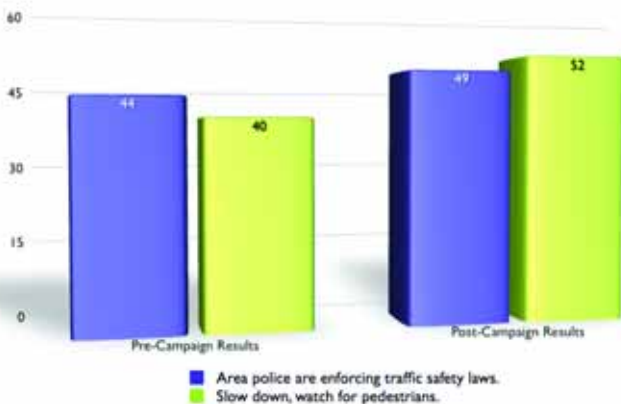
While the general audience shows a steady increase in awareness of police efforts, 18-34 year old males showed a 10 point increase between 2007 and 2008.



Note: post-campaign survey results only

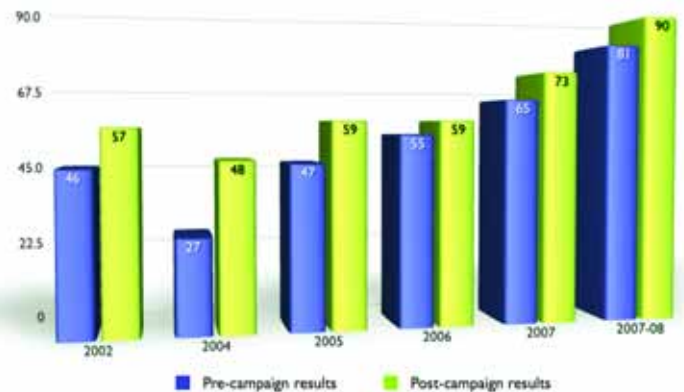
### MAIN CAMPAIGN MESSAGES, 2007-08

Two key campaign messages are shown to resonate with the DC metropolitan general audience.



### NET AWARENESS OF ALL MESSAGES

Total net awareness\* of all Street Smart messages shows steady increases in both pre- and post-campaign surveys.

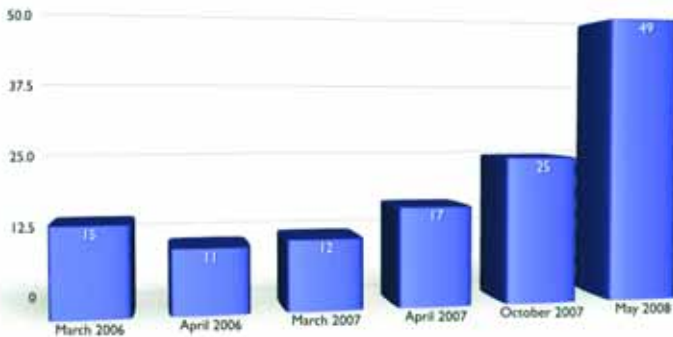


\*Total net awareness measures the recall of any Street Smart message.



### MULTI-YEAR AWARENESS OF STREET SMART

Name recognition of Street Smart improved significantly in May 2008.



"We've got to get people's attention back on the road and the street... We haven't gotten angry about the number of people dying on our roadways. We can't tolerate any of these fatalities. These are preventable incidents."

*D.C. Assistant Police Chief Patrick A. Burke  
Washington Post, March 7, 2008.*

*Article: Ad Campaign Grabs For Public's Attention*

Studies show that it takes between 8 to 12 years to permanently change behavior patterns. The Street Smart campaign has measured results since its inception in 2002 in order to quantify the level of impact, and it has shown to be effective. Every year, Street Smart aims to address the region's critical needs for safety and quality of life through driver and pedestrian safety awareness. Street Smart works.





**STREET  
/// SMART**

## STREET SMART PEDESTRIAN AND BICYCLE SAFETY PUBLIC AWARENESS CAMPAIGN

FALL 2007 AND SPRING 2008

FOR MORE INFORMATION CONTACT:

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PLANNING BOARD

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ANNUAL REPORT & CAMPAIGN SUMMARY